

# Electronic Filing System (EFS) Data

## Electronic Patent Application Submission

### USPTO Use Only

EFS ID: 10728  
Application ID: 09681050  
Title of Invention: Decision Theoretic Approach to  
Targeted Solicitation by  
Maximizing Expected Profit  
Increases  
First Named Inventor: D. Chickering  
Domestic/Foreign Application: Domestic Application  
Filing Date: null  
Effective Receipt Date: 2000-12-08   
Submission Type: Utility Patent Filing  
Filing Type: new-utility  
Confirmation Number: 0  
Attorney Docket Number: 1018.121US1  
Digital Certificate Holder: cn=Michael Andrew Dryja, ou=Registered Attorneys, ou=Patent  
and Trademark Office, ou=Department of Commerce, o=U.S.  
Government, c=US  
Certificate Message Digest: ID+JXm1jBCNhAkfrPuixhQ==  
Total Fees Authorized: \$876.0

Payment Category: CC – Credit Card  
Credit Card Number: \*\*\*\*1000  
Expiration Date: 02282003  
Card Holder Name: Michael Dryja  
RAM User ID: EFSPROD  
RAM Accounting Date: 2000-12-11  
RAM Sequence Number: 233269  
RAM Payment Status: RAM success  
Postal Code: 98074



# TRANSMITTAL FORM

Electronic Version 1.0.2

Stylesheet Version: 1.0

Attorney Docket Number: 1018.121US1

## Decision Theoretic Approach to Targeted Solicitation by Maximizing Expected Profit Increases

First Named Inventor: D. Chickering

### SUBMITTED BY

Name: Michael Dryja

Registration Number: 39662

Electronic Signature Mark: Michael  
Dryja Date Signed: 20001208

*I certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.*

*I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.*

### Attached Files:

specification	121 spec.xml
bibd-transmittal	efsapds.xml
declaration	121 decpoa 1 of 2.tif
declaration	121 decpoa 1 of 2.tif

patent-assignment efsasgn.xml  
fee-transmittal efsfee.xml

**Attached Image File(s):**

121 decpoa 1 of 2.tif

121 decpoa 2 of 2.tif

**PATENT APPLICATION****DECLARATION AND POWER OF ATTORNEY  
FOR PATENT APPLICATION****ATTORNEY DOCKET NO. 1018.121US1**

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plura are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Decision Theoretic Approach to Targeted Solicitation by Maximizing Expected Profit Increases

the specification of which is attached hereto unless the following box is checked:

was filed on \_\_\_\_\_ as US Application Serial No. or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended if any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in CFR 1.56.

**Foreign Application(s) and/or Claim of Foreign Priority**

I hereby claim foreign priority benefits under Title 35, United States Code Section 119 of any foreign application(s) for patent or inventor(s) certificate listed below that have also identified below any foreign application for patent or inventor(s) certificate having a filing date before that of the application on which priority is claimed.

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES. <input type="checkbox"/> NO: <input type="checkbox"/>
			YES: <input type="checkbox"/> NO: <input type="checkbox"/>

**Provisional Application**

I hereby claim the benefit under Title 35, United States Code Section 119(e) of any United States provisional application(s) listed below:

APPLICATION SERIAL NUMBER	FILING DATE

**U.S. Priority Claim**

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each claim of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code Section 119, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION SERIAL NUMBER	FILING DATE	STATUS(patented/pending/abandoned)

**POWER OF ATTORNEY:**

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Michael A. Dryja, Reg. No. 39662

Katie E. Sako, Reg. No. 32628

Daniel D. Crouse, Reg. No. 32022

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425-427-5094

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: D. Maxwell ChickeringCitizenship: United StatesResidence: 7573 Old Redmond Road #12, Redmond, WA 98052 USAPost Office Address: Same

Inventor's Signature

12/7/00

Date

**DECLARATION AND POWER OF ATTORNEY  
FOR PATENT APPLICATION (continued)**

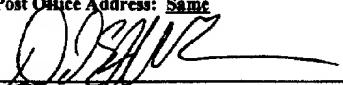
**ATTORNEY DOCKETING NO. 1016121US1**

Full Name of Inventor: David E. Heckerman

Citizenship: US

Residence: 648 West Lake Sammamish Lane NE, Bellevue, WA 98008 USA

Post Office Address: Same

  
Inventor's Signature

12/7/02  
Date

# FEE TRANSMITTAL

Electronic Version 1.0.4

Stylesheet Version: 1.0

*Patent fees are subject to annual revisions on or about October 1st of each year.*

Large Entity

**TOTAL FEES AUTHORIZED: \$ 876**

## BANK (CREDIT) CARD INFORMATION:

Credit Card Number: 1000  
Expiration Date: 20030228  
Authorized Name: Michael Dryja  
Billing Address: 98074

## BASIC FILING FEE

Fee Description	Fee Code	Fee Paid
Utility Filing Fee	101	\$ 710

Subtotal For Basic Filing Fee: \$ 710

## EXTRA CLAIM FEES

	Fee Code	Fee	Extra Claims	Fee Paid
Total Claims: 27	103	\$ 18	7	\$ 126
Independent Claims: 3	102	\$ 80	0	\$ 0

Subtotal For Extra Claims Fees: \$ 126

## ADDITIONAL FEES

Fee Description	Fee Code	Fee Paid
Recording Each Patent Assignment Per Property Fee	581	\$ 40

Subtotal For Additional Fees: \$ 40